ORDER



Order / Rev: 37645 Orders Alt Order #: 08886596 Product Desc: Horsford/DCCC

> Estimate: 2144

10/19/12 - 10/20/12 Flight Dates: Original Date / Rev: 10/18/12 / 10/18/12

Order Type: **GENERAL** KLAS

National

Primary AE: Mike Jones

Sales Office: K-WAS

GMMB Name:

Buying Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Cash

Billing Calendar: Broadcast

EOM/EOC Billing Cycle:

Agency Commission: 15%

Horsford - DCCC Advertiser Name:

Billing Contact:

Revenue Codes:

Demographic: A35+ Product Codes: PO1 Priority: LV2

AGY, POL, CAND

New Business Thru:

Sales Region:

Billing Type:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/19/12	4	\$4,575.00	\$3,888.75		

	Totals	
Г	Manth	

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$4,575.00	\$3,888.75	0.00
Totals	4	\$4,575.00	\$3,888.75	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$4,575.00		
Market	100%	\$15,250.00		

Competitive Share	Share	Total	
CABLE	0%	\$0.00	
KBLR	0%	\$0.00	
KFBT	0%	\$0.00	
KINC	0%	\$0.00	
KTNV	25%	\$3,812.50	
KTUD	0%	\$0.00	
KVBC	0%	\$0.00	
KVVU	5%	\$762.50	
KVWB	0%	\$0.00	
LV1	0%	\$0.00	
UNKWN	0%	\$0.00	

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 2	8	10/19/12	2 10/19/12	8 News Now 5-63 8 News Now 5-6		5-630p	F	:30	1	\$1,750.00LV1	0.00 NM	1	\$1,750.00
	8 NEV	NS NOW R	OTATION	0 14eW3 140W 5-0	30p W-1								
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	leek: 1	0/15/12	10/21/12	F	1	\$1,750.00	0.00						
E 4	8	10/19/12	2 10/19/12	7-8p Rotator 7-8p Rotator	CM	7-8p	F	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00

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Totals

\$4,575.00

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 37645
 Advertiser:
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 Alt Order #:
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 Product Desc:
 Horsford/DCCC
 KLAS

 Flight Dates:
 10/19/12 - 10/20/12
 Estimate:
 2144

Ln Cl	h Start	End	Inventory Code	Break	Start/En	d Time Days	Len Spo	ots F	Rate Pri	Rtg Type	Spots	Amount
Week	Start Date c: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	Rate \$1,225.00	Rating 0.00				_		
N 5	8 10/19/1	12 10/20/12	8 News Now 4p M 8 News Now 4p M		4-5p (4:30 PM-5	F :00 PM)	- :30	1 \$1,4	175.00LV1	0.00 NM	1	\$1,575.00
Week	Start Date c: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	Rate \$1,475.00	Rating 0.00						
Spot 1	Ch <u>Date Ra</u> 8 10/15/1		<u>Description</u> News Now 4p M-F		VEnd Time	(4:30 PM-5:00 P	<u>Weekdays</u> F	<u>Length</u> - :30		Rtg Type 0.00 NM		
N 6	8 10/19/1	12 10/20/12	8 News Now 4-5a 8 News Now 4-5a		4-5a (4:30 PM-5	F	- :30	1 \$	25.00LV3	0.00 NM	1	\$25.00
Week	Start Date	End Date 10/21/12	Weekdays	Spots/Week	Rate \$25.00	Rating 0.00						
Spot 1	Ch Date Ra 8 10/15/1		<u>Description</u> News Now 4-5a	<u>Star</u> 4-5a	/End Time		<u>Weekdays</u> F	<u>Length</u> - :30		Rtg Type 0.00 NM		